

ATTACHMENT 3

PROGRAM DESCRIPTIONS

LOCAL ENERGY EFFICIENCY PROGRAMS

ADM Associates, Inc. – No. 119-02*

PROGRAM TITLE:	Upstream High Efficiency Gas Water Heater Program
PROGRAM IMPLEMENTER(S):	ADM Associates, Inc.
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Pacific Gas & Electric Company (PG&E)* Southern California Gas Company (SCG)
GEOGRAPHIC AREA:	Various counties in the Bay Area, Central Valley, Sacramento Valley (i.e., from Tehama County in the north to San Benito and Fresno Counties in the south); various counties in the SCG service area (i.e., Santa Barbara, Ventura, Los Angeles, San Bernardino, Orange, Riverside)
TARGET MARKET:	Residential retrofit (appliances); wholesalers and distributors of residential gas water heaters
IOU CONTRACT ADMINISTRATOR:	PG&E
BUDGET APPROVED Total	\$2,164,267 (revised)
PG&E	\$ 827,116*
Additional funding SCG	\$1,337,151

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This program aims to increase demand and expand sales of high efficiency gas water heaters (i.e., gas water heaters with an energy factor of 0.61 or higher) in the residential replacement market by providing incentives to participating wholesalers to encourage them to purchase, inventory, and promote these water heaters. Water heaters sold for new construction are excluded from the program. Of the \$10 incentive per unit to be offered under the program, \$7 is to be passed along as an over-the-counter discount to the plumber and \$3 can remain with the wholesaler. The program is an extension of a similar program that ADM has been implementing in the Southern California Gas Company's (SCG) service area since 1999. The program's upstream focus is anticipated to promote high efficiency gas water heaters, as results of the SCG program appear to show.

PROGRAM MODIFICATIONS:

In D.02-05-046, the Commission approved this program only for the PG&E service area, although ADM originally proposed to implement this program in both PG&E and SCG

territories. With the additional funding awarded to this program in this decision, the program is expanded to SCG area as originally proposed. ADM should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans as set forth in this decision. If feasible and cost-effective, ADM should consider including hot water pipe insulation as another measure in the program.

Association of Bay Area Governments – No. 105-02

PROGRAM TITLE:	Energy Management Assistance for Local Governments
PROGRAM IMPLEMENTER(S):	Association of Bay Area Governments
SUBCONTRACTOR(S):	Energy Solutions John Deakin and Associates Brown, Vence and Associates
IOU SERVICE TERRITORY:	PGE
GEOGRAPHIC AREA:	Northern California, Primarily Bay Area
TARGET MARKET:	Local Government Facilities and Cross-cutting New Construction
IOU CONTRACT ADMINISTRATOR:	PG&E
BUDGET APPROVED	\$2,851,614

PROGRAM DESCRIPTION:

The Association of Bay Area governments will provide comprehensive training, technical support, and planning assistance to as many as 100 local governments in Northern California. More specifically, this program will provide free assistance for energy management training, the development of an energy action plan, local government and community-wide energy efficiency implementation support, and design assistance for energy efficient “point-of-permit” zoning and permitting standards to each local government.

This program will encourage and assist local governments to participate in statewide programs, regardless of whether they are selected under the auspices of the CPUC, the California Energy Commission, or the California Power Authority.

**California Homes Energy Efficiency Rating System, Inc. (CHEERS) –
No. 234-02***

PROGRAM TITLE:	Building Department and Small Builder Title 24 Standards Training
PROGRAM IMPLEMENTER(S):	California Homes Energy Efficiency Rating System, Inc. (CHEERS)
SUBCONTRACTOR(S):	Douglas Beaman Associates, CABEC, Glyphix, Sisson & Associates
IOU SERVICE TERRITORY:	Pacific Gas & Electric Company (PG&E)* Southern California Gas Company (SCG)
GEOGRAPHIC AREA:	All PG&E areas except zone 1* All SCG areas except zones 5 and 6
TARGET MARKET:	Residential New Construction
IOU CONTRACT ADMINISTRATOR:	PG&E
BUDGET APPROVED Total	\$1,092,534
PG&E	\$ 631,881*
Additional funding SCG	\$ 460,653

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This program targets education of small builders and building department officials in an effort to educate them about upgrades to Title 24 and about the benefits of building EPA Energy Star (15 percent above current Title 24) homes. Training session will be arranged at building department sites and will involve both officials and builders. The program goal is to educate building officials and small builders and to encourage the construction of Energy Star or better housing. CHEERS Certified Energy Raters and CABEC Title 24 modelers will lead the training sessions. Raters and modelers will receive a small incentive for homes and Energy Star level homes rated through this program.

PROGRAM MODIFICATIONS:

In D.02-05-046, the Commission approved this program only for the PG&E service area. With the additional funding awarded to this program in this decision, the program is expanded to the SCG area. CHEERS should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans for SCG service area as set forth in this decision.

California State and Consumer Services Agency (SCSA) – No. 177-02*

PROGRAM TITLE:	Local K-12 Schools Energy Efficiency Program
PROGRAM IMPLEMENTER(S):	California State and Consumer Services Agency (SCSA)
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Pacific Gas & Electric Company (PG&E)
GEOGRAPHIC AREA:	Central Valley region
TARGET MARKET:	Nonresidential information/education/marketing (renovation and remodeling); K-12 school districts
IOU CONTRACT ADMINISTRATOR:	PG&E
BUDGET APPROVED Total	\$4,901,649 (revised)
	\$2,965,476*
Additional funding	\$1,936,173

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This program provides expertise and resources to assist school districts in implementing energy efficient retrofits and energy education. The program offers (1) energy efficiency retrofit guidance and operations training for district facility and maintenance personnel; (2) assistance in incorporating energy efficiency curriculum and learning activities into the district curricula; (3) Web-based tools for learning about energy efficient project planning and implementation, and accessing a bulk procurement mechanism. In addition, the program incorporates regional activities such as workshops and technology demonstration projects to benefit multiple school districts. The program is an expansion of SCSA's energy education model currently implemented in five school districts in the Central Valley and offers another approach that complements other schools programs within the PG&E service area being funded for 2002. The program features strong synergies with other statewide programs such as Express Efficiency and Standard Performance Contract.

PROGRAM MODIFICATIONS:

With the additional funding awarded to this program, SCSA should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans as set forth in this decision. SCSA should provide a complete itemization of its budget in accordance with the various tasks and activities proposed under the program. Given that subcontractors would undertake most of the work under the program, SCSA's labor costs should be limited to no more that 2.5% of the program budget. Given the budget reduction for the program, we also require SCSA to identify in its Program

Implementation plans revised performance targets commensurate with the lower budget.

California Urban Water Conservation Council – No. 162-02*

PROGRAM TITLE:	Pre-Rinse Spray Head Installation for the Food Service Industry
PROGRAM IMPLEMENTER(S):	California Urban Water Conservation Council
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Pacific Gas & Electric Company (PG&E), Southern California Gas Company (SCG), San Diego Gas & Electric Company (SDG&E)
GEOGRAPHIC AREA:	
TARGET MARKET:	Nonresidential: food service industry
IOU CONTRACT ADMINISTRATOR:	SCG
BUDGET APPROVED Total	\$2,800,661 (revised)
PG&E	\$ 562,806*
SCG	\$1,299,648*
Additional SCG funding	\$ 583,148
Total SCG funding	\$1,882,796 (revised)
SDG&E	\$ 355,059*

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This direct-install incentive-based program replaces high water use pre-rinse spray valves with more efficient models at food service facilities: restaurants, cafeterias, institutional kitchens and food preparation companies. There will be no cost to the participants and water utilities throughout the state will contribute a portion of the funds for program implementation. This program targets hard-to-reach customer in both urban and rural settings.

PROGRAM MODIFICATIONS:

To ensure energy savings and encourage widespread use of the program, only spray valves using hot water may be replaced and no more than three (3) stores under the same ownership may participate in this program. With the additional funding awarded to this program, CUWCC should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans for SCG service area as set forth in this decision.

Center for Irrigation Technology, CSU Fresno – No. 230-02*

PROGRAM TITLE:	Agriculture Pumping Efficiency Program
PROGRAM IMPLEMENTER(S):	Center for Irrigation Technology, CSU Fresno
SUBCONTRACTOR(S):	None specified
IOU SERVICE TERRITORY:	San Diego Gas & Electric Company (SDG&E) Southern California Gas Company (SCG), Southern California Edison Company (SCE), Pacific Gas & Electric Company *(PG&E)
GEOGRAPHIC AREA:	Service Territories of SDG&E, SCG, PG&E and SCE
TARGET MARKET:	Rural Areas (Nonresidential: agriculture)
IOU CONTRACT ADMINISTRATOR:	PG&E
BUDGET APPROVED Total	\$6,865,829 (revised)
PG&E	\$3,333,333*
Additional PG&E funding	\$1,936,174
Total PG&E funding	\$5,269,507 (revised)
SDG&E	\$ 323,046*
SCG	\$ 593,483*
SCE	\$ 679,793*

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This incentive-based program will build upon the achievements of the SBX1 5 “Agricultural Peak Demand Reduction” program. Attention to energy efficiency by the agricultural industry in pumping system selection, maintenance and operation will be the objective. The strategies involved will include the following: education, technical assistance and incentives for equipment testing, repair and retrofitting.

PROGRAM MODIFICATIONS:

The proposed contribution to the CSU Fresno Foundation is declined and should be directed toward program implementation. With the additional funding awarded to this program, CSU Fresno should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans as set forth in this decision.

City of Berkeley – No. 168-02

PROGRAM TITLE:	Neighborhood Energy, Awareness, and Education Services
PROGRAM IMPLEMENTER(S):	City of Berkeley
SUBCONTRACTOR(S):	Community Energy Services Corporation Green Resource Center Gabel and Associates Guttman Blaevoet High Sun Engineering The Energy Coalition EcoHouse
IOU SERVICE TERRITORY:	PGE
GEOGRAPHIC AREA:	City of Berkeley
TARGET MARKET:	Cross-cutting
IOU CONTRACT ADMINISTRATOR:	PG&E
BUDGET APPROVED	\$488,938

PROGRAM DESCRIPTION:

This cross-cutting program has three elements: A new construction and major renovation design assistance component, a student education component; and a community outreach component.

The “Berkeley Best Builders” component provides design assistance program for industrial and multi-family new construction and major renovation projects. This component will provide design and technical assistance for 30 projects, including 5 low-income multi-family projects.

The “PEAK” component educates 500-1,000 middle and high school students to energy efficient technologies, energy conservation, load-shifting activities, and renewable electricity resources.

The Community Energy Services Corporation provides basic energy education and outreach to 10,000 Berkeley residents. Activities will encourage participation in appropriate rebate and discount programs, will facilitate group discussion, will create fun ways to participate; and will allow purchase of CFLs, torchieres, and weatherization materials.

County of Los Angeles Internal Services Division – No. 156-02*

PROGRAM TITLE:	Energy Efficiency Program
PROGRAM IMPLEMENTER(S):	County of Los Angeles Internal Services Division
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Southern California Edison Company (SCE)
GEOGRAPHIC AREA:	Los Angeles County
TARGET MARKET:	Small to large non residential comprehensive retrofit
IOU CONTRACT ADMINISTRATOR:	SCE
BUDGET APPROVED Total	\$5,421,044
	\$3,333,333*
Additional funding	\$2,077,711

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This incentive program proposes to implement energy efficiency improvements in 38 county departments, located in SCE's service territory. The proposed measures include:

- Lighting retrofits and upgrades
- Variable frequency drives on electric motors
- State of the art building automation control systems
- Chiller retrofits

PROGRAM MODIFICATIONS:

With the additional funding awarded to this program, CSU Fresno should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans as set forth in this decision. The County of Los Angeles should revise the performance goals accordingly (including savings/demand reduction, and total resource cost value). We also require that County of Los Angeles hire an independent evaluation/measurement/verification contractor.

Energx Controls Inc. – No. 208-02

PROGRAM TITLE:	Local Small Commercial Energy Efficiency and Market Transformation Program
PROGRAM IMPLEMENTER(S):	Energx Controls Inc.
SUBCONTRACTOR(S):	Debin-Aire
IOU SERVICE TERRITORY:	Southern California Gas Company (SCG)
GEOGRAPHIC AREA:	Los Angeles and Orange County, parts of San Bernardino, Riverside and Ventura counties
TARGET MARKET:	Non residential, small comprehensive retrofit
IOU CONTRACT ADMINISTRATOR:	SCG
BUDGET APPROVED	\$1,142,857

PROGRAM DESCRIPTION:

This gas incentive program targets hard-to-reach small commercial markets (laundromats, restaurants, hotels, fabricators, fast food chain restaurants, small healthcare facilities, and schools) that use steam boilers. This program has (a) an early replacement component, under which customers will be encouraged with cash incentives to replace their existing equipment with 84% efficiency boilers, and (b) market transformation component, which provides customers with higher incentives to install 94% efficiency condensing boilers and water heaters. Existing utilities' programs do not focus on the higher efficiency boilers in the market.

PROGRAM MODIFICATIONS:

We require Energx Controls, Inc. to hire an independent evaluation/measurement /verification contractor.

Flintridge Consulting – No. 276-02

PROGRAM TITLE:	Energy Surveys: Southern California Mainstreet Hard to Reach Small Business
PROGRAM IMPLEMENTER(S):	Flintridge Consulting
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Southern California Edison Company (SCE)
GEOGRAPHIC AREA:	Fresno, Inyo, Kern, Los Angeles (outside the Los Angeles Basin), Mono, Orange, Riverside, San Bernardino, Santa Barbara, Tulare, and Ventura Counties
TARGET MARKET:	Rural underserved, hard-to-reach small non-residential customers
IOU CONTRACT ADMINISTRATOR:	SCE
BUDGET APPROVED	\$563,281

PROGRAM DESCRIPTION:

This outreach program provides rural underserved, hard-to-reach small businesses with information on the costs and benefits of current energy efficiency lighting measures, including information regarding incentives and rebates. The program consists of five elements: creating a coalition, qualifying specific businesses, conducting on-site visits, providing follow-up to implement energy efficiency changes, and reporting and monitoring of project success. Flintridge will partner with community based organizations, Small Business Development Centers, Main Street Associations, and the Regional Environmental Business Resource Assistance Centers in reaching its target customer segments.

PROGRAM MODIFICATIONS:

While the title of the proposal indicates the target market is rural underserved, hard-to-reach small businesses, the proposal does state periodically that the program target market segment includes “large nonresidential comprehensive retrofit.” The funding for this program is limited to the rural underserved hard-to-reach small businesses with usage below 100kW. Performance targets for the programs should be specified in the Program Implementation Plans.

Global Energy Services – No. 278-02*

PROGRAM TITLE:	Chinese Language Efficiency Outreach
PROGRAM IMPLEMENTER(S):	Global Energy Services
SUBCONTRACTOR(S):	ASW Engineering
IOU SERVICE TERRITORY:	Pacific Gas & Electric Company (PG&E) Southern California Edison Company (SCE)* Southern California Gas Company (SCG)*
GEOGRAPHIC AREA:	Los Angeles Co. (Alhambra, Monterey Park, San Gabriel, Rowland Heights, El Monte, etc.) and the City of San Francisco
TARGET MARKET:	Cross cutting: Chinese-speaking hard-to-reach customers
IOU CONTRACT ADMINISTRATOR:	SCE
BUDGET APPROVED Total Additional funding PG&E SCE SCG	\$703,752 (revised) \$345,666 \$279,913* \$ 78,173*

** Originally approved in D.02-05-046.*

PROGRAM DESCRIPTION:

This cross cutting information/outreach/education program targets hard-to-reach low-income Chinese speakers in LA County and the City of San Francisco. In addition to alerting the community to issues of energy efficiency, an important goal of this program is to enlist residential and small commercial customers for an energy audit. This program identifies and reaches out to a specific demographic group using a multi-media blitz to kick start an effort to introduce this group both to energy related concerns as well as to existing efficiency opportunities not well utilized by this group. Global Energy Services has teamed up with local Chinese organizations and will draw on the skills of several well-positioned individuals to conduct the outreach efforts

PROGRAM MODIFICATIONS:

In D.02-05-046, the Commission approved this program only for the SCE service area. With the additional funding awarded in this decision, the program is expanded to the PG&E area as originally proposed. Global Energy Services should provide a detailed breakdown of the approved budget and submit revised Program Implementation Plans as set forth in this decision.

Flintridge Consulting – No. 276-02

PROGRAM TITLE:	Energy Surveys: Southern California Main Street Hard to Reach Small Business
PROGRAM IMPLEMENTER(S):	Flintridge Consulting
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Southern California Edison Company (SCE)
GEOGRAPHIC AREA:	Fresno, Inyo, Kern, Los Angeles (outside the Los Angeles Basin), Mono, Orange, Riverside, San Bernardino, Santa Barbara, Tulare, and Ventura Counties
TARGET MARKET:	Rural underserved, hard-to-reach small non-residential customers
IOU CONTRACT ADMINISTRATOR:	SCE
BUDGET APPROVED SCE	\$563,281

PROGRAM DESCRIPTION:

This outreach program provides rural underserved, hard-to-reach small businesses with information on the costs and benefits of current energy efficiency lighting measures, including information regarding incentives and rebates. The program consists of five elements: creating a coalition, qualifying specific businesses, conducting on-site visits, providing follow-up to implement energy efficiency changes, and reporting and monitoring of project success. Flintridge will partner with community based organizations, Small Business Development Centers, Main Street Associations, and the Regional Environmental Business Resource Assistance Centers in reaching its target customer segments.

PROGRAM MODIFICATIONS:

While the title of the proposal indicates the target market is rural underserved, hard-to-reach small businesses, the proposal does state periodically that the program target market segment includes “large nonresidential comprehensive retrofit.” The funding for this program is limited to the rural underserved hard-to-reach small businesses with usage below 100kW. Performance targets for the programs should be specified in the Program Implementation Plans.

VaCom Technologies – No. 271AB-02

PROGRAM TITLE:	Energy Efficiency Program for Small and Medium Size Retail Food Stores and Refrigerated Storage
PROGRAM IMPLEMENTER(S):	VaCom Technologies
SUBCONTRACTOR(S):	
IOU SERVICE TERRITORY:	Southern California Edison Company (SCE) San Diego Gas & Electric Company (SDG&E)
GEOGRAPHIC AREA:	Service territories of SCE and SDG&E
TARGET MARKET:	Retail food stores and refrigerated storage
IOU CONTRACT ADMINISTRATOR:	SDG&E
BUDGET APPROVED Total	\$1,615,612
SCE	\$1,002,744
SDG&E	\$ 612,869

PROGRAM DESCRIPTION:

The program targets a generally inefficient and underserved market – independent retail food stores and small food processors and warehouse operators who utilize mechanical refrigeration systems. The program provides rebates for a comprehensive approach to energy efficiency savings in the target market, including refrigeration, HVAC, lighting and other measures. The program also targets executive decision makers and business process operation improvements with education, training, and a web based mechanism for ongoing performance monitoring for those participating in the program. Participants receive customized rebates for kWh saved against a pre-program baseline. Marketing will be accomplished through the industry distribution network (wholesale grocers), other selected channels, direct mailings, and phone contacts.

PROGRAM MODIFICATIONS:

The project has an ambitious goal of implementing 57 projects over two years. The Program Implementation Plans should clearly state quarterly goals for signing up participating businesses. The Plans should also define specific marketing approaches and channels over the course of the program. If any of the proposed marketing channels prove to not be effective as planned, the Program Implementation Plans should indicate alternative approaches that will be taken.

(END OF ATTACHMENT 3)